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OVERALL COUNTRY STUDIES: (Communications Habits, stereotypes, exposure and attitudes)

Indian Study

"Communication of Ideas in India"

- Part I - Channels of Communications
- Part II - Public Opinion in Lucknow
- Part III - Communications and the Background of Opinion in the Village.

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PUBLIC OPINION POLLS:

In addition to public opinion data gathered in the overall country studies above, public opinion studies, conducted by indigenous organizations, supply additional research data which are analyzed by IRI with a view toward program utilization. For example.

"Public Opinion Investigation on International Problems"
(Conducted by Japanese Public Opinion Research Institute, Prime Minister's Office)

- Part I - "Outlook on the US-USSR Conflict"
- Part II - "Korean Hostilities"
- Part III - "Rollback Policy"
- Part IV - "Thoughts on Japan's Security, World Peace and War"
- Part V - "United Nations"
- Part VI - "Rearmament"

"French Attitudes Toward the United States" (Conducted by the French Institute of Public Opinion for the magazine Realities.)

- Part I - "French Attitudes Toward U.S. Propaganda and Soviet Propaganda Regarding the United States."

Part II

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- Part II - "French Opinion of U.S. Policies"
- Part III - "French Assessment of U.S. motives in the World Struggle"
- Part IV - "General Attitude Toward the U.S."
- Part V - "Social Distance"
- Part VI - "French Concepts of Life in the United States"
- Part VII - "French Attitudes Toward Americans as Individuals"

Also the Office of Public Affairs, Office of the U.S. High Commissioner for Germany, carries out public opinion studies on funds allocated by USIA. For example.

"German Political Trends" (Report #180. See also Report #179)

- Part I - "Concessions Versus Riots"
- Part II - "Reactions to Soviet Concessions"
- Part III - "Current Support For Adenauer"
- Part IV - "Current Support For Western Policies."
- Part V - "Current Thinking on Four-Power Conference"

An example of a public opinion study of limited scope is available in the project "Impact of President Eisenhower's 'Atoms-for-Peace' Proposal".

Fast study--conducted for IRI/R, started 10 days after speech; results in 23 days after.

To obtain a measure of the penetration of the speech among the populations of seven countries throughout the world, as well as to ascertain the reactions to the speech.

STUDIES OF AUDIENCE SIZE AND COMPOSITION

"The Audience to the VOA in Greece" (McCann-Erickson)

- Part I - "The Radio Audience of Greece"
- Part II - "The Audience to the VOA"
- Part III - "The Audience to Other Stations"
- Part IV - "Who Listens to VOA?"
- Part V - "Reactions to Program Content"
- Part VI - "Pass on Information Among Non-Listeners"

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STUDIES

STUDIES OF REACTIONS OF AUDIENCE TO MEDIA

"Media of Communications and the Free World as Seen by Polish Refugees"

Part I, Chapter II, - "How and Why They Listen to Foreign Broadcasts."

Part I, Chapter III - "Reactions to the Foreign Stations and Their Broadcasts."

"Some Philippine Opinions Concerning the USIS"

Part IV - "Elite Group Acquaintance With and Evaluation of USIS" (Also see, "Report on a Survey of Opinions in Bicol, Philippine Islands.)

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"Readership Studies of Language Editions of the 'American Reporter'". (English, Bengali, Gujarati, Marathi, Telugu, Malayan and Hindi editions.)

1. Who Reads The Edition?
2. Language Preference
3. Reading Habits
4. Reader Critique of the American Reporter

"Yugoslavian Reactions to 'SAD', A New USIS Magazine"

Part II - "The Overall Response to 'SAD'"

Part III- "Reader Reaction to Specific Articles"

Part IV- "What Readers Would Like in Future Issues"

STUDIES OF THE STRENGTHS AND NEEDS OF THE INFORMATION PROGRAM

"Targets and Media"

Analysis of the USIA target groups and the media assignments for reaching them.

"The Needs of American Radio Propaganda" (including appendix

"Some Parallels Between the Hickenlooper Committee 'Analysis

of Reports from American Correspondents Concerning the
Approved For Release 2001/08/27 : CIA-RDP61S00750A000100140171-5 and the
IBS Report "The Needs of American Radio Propaganda".)

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"A Program of Research and Evaluation For The International Information Administration"

Study designed to answer the questions:

1. What kind of research and evaluation does IIA (USIA) need in order to operate with maximum efficiency?
2. What are the personnel requirements?
3. What will it cost?

APPEALS STUDIES

"The Cantril Report on Plausible Appeals in Psychological Warfare"

Purpose of study was

1. To study the state of mind of a nation.
2. To devise a variety of possible appeals, based on this state of mind.
3. To find out which appeals are most plausible to the peoples we wish to reach

"Appeals to the Near and Middle East"

Part I - "Mass Media and Populations"

Part II - "Significant Appeals"

- a) "Suggestions Bearing on Audience Dispositions"
- b) "Suggestions Concerning Several U.S. Objectives"

Part III- "Communications with the Arabs"

TESTING OF MEDIA PRODUCTS (including pretesting):

"Readability of the European Wireless File"

To test the assumption that readability influences the selection of items from the Wireless Files for translations and use in foreign language bulletins of the U.S. Information Agency.

"Readability

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"Readability of Nine Pamphlets"

Self-explanatory.

"A German Audience Evaluation of the Film 'Without Fear'"

"Philippine Puppet Films"

To determine whether puppet films were a wholly successful medium for projecting the messages they contained.

ATTRIBUTION STUDIES

See Chapter III, "Media of Communications and The Free World as Seen by Polish Refugees."

Note: Study now under contract to determine whether attribution affects credibility. (Proposed country-India)

CREDIBILITY STUDIES

"The Effectiveness of Candor in VOA Broadcasts to West Germany"

The purpose of the study was to test the relative effectiveness of two different types of VOA broadcasts to West Germany, namely, broadcasts characterized by greater degrees of candor compared with broadcasts characterized by lesser degrees of candor.

CONTENT ANALYSES

1. "The Battle for the Greek Air"

A comparative analysis of one week of broadcasting to Greece by the VOA and the Communist radio of Bulgaria.

2. "Communists Broadcast to Italy"

A content analysis which brings out communist radio objectives in Italy, propaganda techniques used; implications.

3. "The

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3. "The Illinois Associational Code for Content Analysis"

and an example of its use in

"Our Broadcasts to Korea"

To analyze and compare the content of broadcasts to Korea by the VOA and by the Far East Command.

Content Analysis of Competing Propaganda

Comparative content analysis of VOA, BBC, and Radio Moscow radio scripts.

TRAINING AND RESEARCH AIDS

"Are We Hitting The Target" - Vol.II (Research manual)

Designed to show in some detail how the usual procedures of social research for gathering data may be employed by the PAO and others in the field.

Part III- "Planning the Survey"

Part IV- "Sample Selection"

Part V - "Questionnaire Construction"

Part VI- "Interviewing"

"Cultural Exhibits Model Questionnaire"

To be used as a guide by PAO's who plan to evaluate the effects of cultural exhibits displayed at posts. Its primary purpose is to show what types of questions can and should be asked.

"Self-Administered Questionnaires"

To be used as a guide by the field in planning self-administered questionnaires. The report shows when the use of such questionnaires is appropriate and when it is not and outlines some simple techniques to be followed in construction and administering questionnaires. Sample questionnaires dealing with various USIA activities are appended as a guide in questionnaire construction.

"Fan Mail" (Its Use in Evaluating Effectiveness)

During the course of normal USIA field activities, a certain amount of mail is received from patrons of these activities. Although the analysis of such fan mail has only limited usefulness, it can, if carefully handled, make some contribution toward evaluating effectiveness and can provide clues as to the size and characteristics of the audience reached by press, radio, film or other activities.

This study discusses:

- Part I - "What Makes Them Write?"
- Part II - "Analyzing Audience Mail"
- Part III - "Limitations: Who Writes Fan Mail?"

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CONTROLLED EXPERIMENTATION

Another basis of classification, cutting across the groupings presented up to this point, is the distinction between studies which make some approach to the laboratory ideal of controlled experimentation and those which do not. Most of the research initiated or analyzed by IRI/R is not and cannot be controlled in this sense. In a few studies, however, there has been as close an approximation to experimental control as practical difficulties permit:

1. "The Effectiveness of Candor in VOA Broadcasts to West Germany"

See above, p. 5. In this study an attempt was made to hold constant all factors except the factor of frankness or candor. The study was more fundamental than most field research also in that the dependent variable on which attention was focused was actual attitude change rather than merely the immediate reaction (approval vs. disapproval) of the listeners.

2. Greek Advertising Campaign

The purpose here was to test a new technique-- institutional advertising--in the information program. The test was designed to answer these questions:

- a) How many people will see and read USIS newspaper ads? (Exposure)
- b) Can this technique impact facts? (Information)
- c) Will people act after reading these ads? (Motivation)
- d) Will such ads alter basic attitudes? (Attitude-change)

Before-and-after measurements were used. The experimental control consisted in the comparability of the before-sample and the after-sample (no very significant political events occurred during the interval) and also in the fact that two parallel samples were interviewed in a similar Greek community in which there was no advertising campaign.

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3. Effects of Local Campaigns in Thailand

The Thailand study which is to start in June 1954 has an experimental design similar to that of the Greek study. USIA plans intensive campaigns to arouse the Thai population to an awareness of the Communist danger; these will be concentrated in the northeastern and southern provinces of Thailand. It is expected that before-and-after studies will be carried out in these areas (covering information about Communism as well as attitudes toward it) with a control before-and-after study in communities of central Thailand which are similar in social characteristics but which are not exposed to the same intensive campaign.

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